



### Build A Smart Wardrobe With Bertolini Suits

Men are finally waking up when it comes to smart wardrobe choices. Before men got the message they needed at least five suits, ten shirts, several pairs of pants and five pairs of shoes in their closet, men only had one navy suit, one brown suit, a couple of white shirts and two pairs of dress shoes to their name. The shoes were simple. A dark brown pair of wingtip brogues and a black pair of straight tips were on duty at the office or when they went to Sunday services.

Buying more than two suits was something men didn't think about until the 1980s. That's when Italian fashion designers hit the American men's clothing market like a category 4 hurricane. Italian designers put the metal to the floor and spit out big shoulder, fine Italian wool suits with baggy pleated pants and tie colors that make the 1930s tie invasion look like a minor fashion glitch. Versace, Armani, Prada and [\*\*Bertolini suits\*\*](#) were selling faster than soft pretzels on New York City street corners.



The old two suit thing morphed into a got-to-have an Italian suit in every color. And owning more than one linen, double-breasted suits was an important fashion mission. The old dark brown two-button American-made suit was Goodwill bound. And a three-piece navy suit from Italy pushed the old navy three-button suit to the Goodwill curb as well. Italian designers finally gave men a chance to wear a European look at the office and at social events. Not all men got on the Italian suit bandwagon, but the men who embraced the new look in suits became fashion fans rather than fashion duds. The Internet also had a hand in the birth of Italian suits in North America. Online Italian suit retailers like MensItaly got the message that men were looking for more **Bertolini suits** because they fit, and the fabric choices were fresh and cutting edge.



Bertolini wasn't the only Italian suit brand that put American men in the fashion limelight. Other Italian brands flooded the suit market in the U.S. But Bertolini was the brand that gave men a chance to dress for success without spending a fortune doing it. And when the slim cut suit came along, Bertolini was one of the first Italian brands to add enticing colors like purple, red, and green to their selection of two-button, three button, three-piece and double-breasted suits.